



## Labor Day Holiday Impaired Driving Awareness Planner

The intent of this awareness planner is to provide materials, tools and ideas you can distribute to fit your local needs and objectives while at the same time partnering with other prevention advocates, agencies and organizations all across South Dakota.

This planner includes messaging and templates you may choose from to support your impaired driving initiatives surrounding the campaign. The items available to you can be used in several capacities and are built on the message platforms *Drunk Driving. Over the Limit. Under Arrest.* and *Buzzed Driving is Drunk Driving.*

Please select, tailor, and distribute this planner in a way that best fits your local situation and objectives.

### *Campaign Specifics:*

Target Audience: Male/Female Ages 18 - 34

Awareness Timeframe: August 15<sup>th</sup> – September 1<sup>st</sup>

Campaign Message: Drunk Driving. Over the Limit. Under Arrest.

Logos: <http://www.nhtsa.dot.gov/nhtsa/ImageLibrary/index.cfm>





## Sample Newsletter/Newspaper Article

Driving requires our full attention. This concept is nothing new to most drivers. We need to perceive information from a variety of sources when we are driving, but alcohol reduces our ability to multi-task. So we focus on one thing at the expense of everything else. That's where "Inattentional Blindness" enters the equation. This is somewhat along the lines of distracted driving. Say an adult has been drinking (sometimes even as little as one beer) and decides to drive home. Not slurring words or stumbling drunk - the driver is concerned about not getting pulled over for speeding so they keep eyeing the speedometer. Research shows that driver misses other important things going on around the vehicle, such as stop signs, on-coming or turning traffic, and pedestrians. If it wasn't for that one beer and a small amount of paranoia – the driver's full attention would be on the road ahead and all the activity around the vehicle.

### *WARNING SIGNS*

1. Problems with information processing and short term memory -- Dulls judgment and concentration; dulls ability to perceive hazards
2. Impaired reaction time; judgment; vision -- Slows reflexes and reaction time; alters vision by causing blurred or restricted peripheral and night vision
3. Increased moodiness / aggressive behaviors -- Exaggerates emotions; creates false sense of control
4. Decreased performance, vigilance and motivation -- Increases drowsiness; brain reacts slower causing delay in muscle coordination; major loss of balance

### *CORRECTIVE ACTIONS*

1. Don't drink alcohol
2. Drink water
3. Only time will remove alcohol from your system
4. Don't ride with someone who has been drinking
5. Call for a ride
6. Recognize the warning signs and hand over the keys

### *MYTHS*

1. Hard alcohol is worse than beer
2. Take a cold shower
3. Eat a bunch of bread or greasy foods
4. Don't drive any kind of vehicle impaired – bike, snowmobile, four-wheeler, boat
5. Consume large amounts of caffeine
6. Exercise

Believe it when you hear alcohol is dangerous. In South Dakota we all too often consider it a right of passage and disregard the warnings. If you or a friend has made the decision to drink, two wrong decisions won't make a right one. Do not try and drive or ride with someone who has had even one drink. Alcohol affects every person slightly different – you don't have to be slurring your words or stumbling to be to drunk to drive.



## Sample Newsletter Article #2

### Drunken Driving – the solution is personal.

Driving anywhere, anytime, under the influence of alcohol or drugs is dangerous to you, your family, other passengers and everyone else on the road. It does not matter if it is down the block or across the country; it is a risk you are taking for someone else. Drinking and driving has a lasting effect. Not getting caught reinforces the bad behavior and increases long-term risk to you and others. Getting arrested has a lasting effect on your job, your budget and your integrity. Being in a crash has long-term medical, even fatal, consequences.

The real solution to drunk driving begins with personal responsibility. Drunk driving is predictable and therefore preventable. It is inevitable only if South Dakotans refuse to reset the norms for the numbers of preventable deaths and injuries they will tolerate.

Changing this risk means changing public attitude about driving under the influence of alcohol or drugs. It is not something Americans should tolerate with a wink and a nod. If we do not want to be subject to the risk, not only attitudes, but behavioral norms must change. If we choose to drink when we party, we must designate a driver beforehand who agrees to stay sober. If we host a party, we must make it easy for our guests not to drink alcohol. Moreover, we must give our support to law enforcement to keep us safe from irresponsible drinkers.

No matter how many laws are passed, the real solution to this public health crisis begins with personal responsibility --- a commitment not to drive while impaired, and not to let our family members or friends drive that way. The slogan "Drunk Driving. Over the Limit. Under Arrest." is very true. If we are smart, we will reach an expectation that our friends and family will make provisions for their safe transportation before it gets to the point of having to take someone's keys. But if you need to, please take keys, call a taxi, or offer a guest room or sofa. We have a responsibility for each other. The person you stop from driving protects your friends, their families and people you have never met.

Before any consumption of alcohol...

*Drinking doesn't affect my driving.*

The effects of 2 drinks...

*Drinking doesn't affect my driving.*

The effects of 4 drinks...

*Drinking doesn't affect my driving.*

The effects of 5 drinks...

*Drinking doesn't affect my driving.*

After a total of 7 drinks...

*Drinking doesn't affect my driving.*

**It's a plain and simple fact...  
Alcohol affects your coordination!**

**Unfortunately, people still try to  
drink and drive!**

**Why would you think you can handle a car  
when this example shows that  
you would have trouble  
handling a pen?**



## Community Activities

- Work with local retailers to display your posters where beverages and snacks will be sold.
- Partner with local bars/restaurants to display posters in high-traffic areas such as just outside and/or inside the bathrooms.
- Partner with local hospital emergency rooms, health clinics and doctors offices to place posters in their waiting rooms.
- Approach your local recreation department and make a special push to distribute or post materials in and around local sports venues.
- Work with local law enforcement and EMS personnel to stage a mock car crash that was a result from impaired driving--at your city hall, local softball fields, popular community location and invite the media to cover the story. Be prepared with the "Talking Points" provided in this planner
- Consider public placements of posters along with mannequins with a broken limb, crack in the face or forehead with a message reminding people to "Designate a Sober Driver."
- Partner with local businesses to display "Don't Drink and Drive" messages on their marquee signs during the campaign.
- Work with local theaters or malls where there is high traffic and ask them to display one of the posters in their available marquees.





## Fact Sheet / Talking Points

### KEY MESSAGES:

- ❖ **Impaired driving is one of America's most-often-committed and deadliest crimes.**
  - In 2007, 62 people died in drinking and driving crashes in South Dakota. These fatalities accounted for more than 42 percent of the motor vehicle traffic fatalities in the South Dakota.
  - In 2007, 666 people were injured in drinking and driving crashes in South Dakota.
  - In 2007, 11,756 people were arrested in South Dakota for driving under the influence.
- ❖ **Alcohol affects those skills essential to operating a motorcycle—balance and coordination. So it plays a particularly big role in motorcycle fatalities.**
  - In 2007, 17 percent of motorcycle riders who died in single vehicle crashes in South Dakota had BAC levels of .08 or higher.
- ❖ **Preventative measures for drinking, driving and riding:**
  - If you are planning to drink alcohol with friends, designate a sober driver before going out and give that person your keys;
  - If impaired, call a taxi, use mass transit, call a sober friend or family member, or use your community's Sober Rides program.
  - Wear your seat belt while in a car or use a helmet and protective gear when on a motorcycle as these are your best defenses against an impaired driver.
  - The average cost for a first time DUI offense in South Dakota is \$4,000.



## Sample Radio PSA Scripts

### Enforcement:

Steep fines. Attorney fees. Loss of license. Raised insurance rates. Alcohol counseling. The average cost of a first time DUI conviction in South Dakota is about \$4,000. I'm Deputy/Officer (INSERT NAME) with (INSERT LAW ENFORCEMENT AGENCY) letting you know that if you get caught driving drunk, it will cost you. If you've been drinking find a sober ride or call a cab. Drunk Driving. Over the Limit. Under Arrest.

**30 seconds**

The average cost of a first time DUI conviction in South Dakota is about \$4,000. I'm Deputy/Officer (INSERT NAME) with (INSERT LAW ENFORCEMENT AGENCY) letting you know that if you get caught driving drunk, it will cost you.

Drunk Driving. Over the Limit. Under Arrest.

**15 seconds**

### Prevention:

With the cost of gas setting record highs – who can afford a DUI? Did you know the average cost of a DUI conviction in South Dakota is about \$4000? Some people still don't understand that alcohol and driving don't mix. If you know someone who is about to drive while impaired, take their keys or help them make other arrangements to get to where they are going. Remember: Drunk Driving. Over the Limit. Under Arrest. This message brought to you by (INSERT COALITION NAME).

**30 seconds**

No matter what you drive – a minivan, pickup, motorcycle or scooter – drinking and driving is not worth the risk. Drunk driving is a serious crime and law enforcement across South Dakota is cracking down. The message is simple: Drunk Driving. Over the Limit. Under Arrest. (INSERT COALITION NAME) reminds you to drive sober this Labor Day Weekend.

**30 seconds**

Drunk driving is no accident – nor is it a victimless crime. (INSERT COALITION NAME) asks everyone to drive sober.

Drunk Driving. Over the Limit. Under Arrest.

**15 seconds**



## Sample OP/ED Piece

286 Words

Unfortunately drunk driving is nothing new in South Dakota and on a National level is still one of America's deadliest crimes. There are prevention workers, law enforcement, and concerned citizens all working together to eliminate this unnecessary crime as the Labor Day Holiday approaches. The campaign called *Drunk Driving. Over the Limit. Under Arrest.* illustrates that law enforcement is taking this issue very serious. The fact that prevention workers and average citizens are stepping in also shows that people are taking action.

The message is simple. No matter what you drive – a car, pickup, SUV, scooter or motorcycle – drive sober. Law enforcement is on the lookout. No exceptions. No excuses. Their intentions are to increase safety for all motorists, not simply write more tickets. Over the Labor Day weekend, officers will be out in full force conducting sobriety checks, utilizing saturation patrols and saving lives. Their efforts should be applauded.

Drunk driving is simply not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant. Violators often face jail time, the loss of their driver's license, higher insurance rates, attorney fees, time away from work and dozens of other inconveniences, and all rightfully so. On top of that, an average first time DUI conviction in South Dakota costs around \$4000. Add it all up and factor in high gas prices and one bad decision to drive impaired ends up costing a lot of money. Embarrassed, ashamed and broke – wouldn't it be easier to just drive sober or arrange for alternate transportation? Drive safely and do the right thing by calling 911 to report drunk drivers.